

## What is the Farmers' Market Nutrition Program (S/FMNP)?

In Virginia we call it *Farm Market Fresh*!

Virginia's *Farm Market Fresh* program helps WIC families get fresh, tasty, and nutritious locally-grown fruit, vegetables, and cut herbs. The program also supports local farmers and farmers' markets in Virginia.

The Virginia Department for Aging and Rehabilitative Services-Division for the Aging (DARS-VDA) partners with the Virginia Department of Agriculture and Consumer Services (VDACS), and five WIC Agencies, to operate the program which is funded by the US Department of Agriculture, Food and Nutrition Service.

**Who is eligible?** WIC families who are served by the following WIC Clinics:

Augusta/Staunton Health Department  
Headquarters Office  
1414 North Augusta Street, P.O. Box 2126  
Staunton, VA 24402-2126

Pittsylvania-Danville Health District  
326 Taylor Drive  
Danville, Virginia 24541

Pittsylvania-Danville Health District  
200 H.G. McGee Drive  
Chatham, Virginia 24531

VA Beach Health Department  
4452 Corporation Lane  
VA Beach, VA 23462

Norfolk Avenue WIC Office  
1091 Norfolk Avenue  
VA Beach, VA 23451

Indian River WIC Office  
900 Commonwealth Place  
VA Beach, VA 23464

Oceana WIC Office  
NAS – Building 531  
VA Beach, VA 23460

Chesapeake City Health Center  
748 Battlefield Boulevard, North  
Chesapeake, VA 23320

South Norfolk Health Center  
490 Liberty Street  
Chesapeake, VA 23324

Wise Co. Health Department  
134 Roberts St, SW  
Wise, VA 24293

Big Stone Gap  
134 Roberts St, SW  
Wise, VA 24293

Family Investment Center, St. Paul  
134 Roberts St, SW  
Wise, VA 24293

Family Investment Center, Appalachia  
Inman Village  
Appalachia, VA 24216

Family Investment Center, Coeburn  
107 Litchfield Street, NW  
Coeburn, VA 24230

Wise County Kids Central  
5345 Esserville Road  
Norton, VA 24273



## What is provided?

- You will receive \$20.00 worth of checks per eligible family good for the current growing season.
- Each check is worth \$5.00 and may be used to purchase fresh, in-season fruit, vegetables, and cut herbs grown by participating authorized farmers at the following farmers'
- Certified retail farmers market vendors will accept checks for fresh, locally grown fruit and vegetables in-season, depending on the produce items available.

## What's in season?

*Farm Market Fresh* checks are issued for the summer growing season and normally must be spent during the months of July through November, depending on availability of produce.

*Farm Market Fresh* checks are used only for typical fruit and vegetables that authorized farmers grow in Virginia and may be found at Virginia's farmers' markets in a normal season, such as those listed below. The varieties, volume, and quality of available produce may vary depending on the weather and other factors.

### VEGETABLES

Broccoli  
Cabbage  
Cucumbers  
Eggplant  
Greens  
Green beans  
Green peppers  
Lima beans  
Pumpkins

Snap beans  
Spinach  
Squash  
Sweet corn  
Sweet potatoes  
Potatoes

### FRUIT

Apples  
Blackberries

Cantaloupe  
Nectarines  
Peaches  
Pears  
Strawberries  
Tomatoes  
Watermelons

### OTHER PRODUCE

Fresh cut herbs

### ITEMS NOT ELIGIBLE

Items that you may NOT purchase with the *Farm Market Fresh* checks include:

- produce that is not locally grown such as oranges, bananas, and pineapples
- processed foods such as honey, maple syrup, cider, nuts, meat, bread, and cheese
- non-food items such as flowers and plants are NOT eligible

### For More Information, Contact:

**Virginia Department for Aging and Rehabilitative Services** – Division for the Aging

1610 Forest Avenue, Suite 100  
Henrico, VA 23229

Toll-free: 1-800-552-3402 or Richmond: 804-662-9319

E-mail Coordinator: [Nicole.Keeney@dars.virginia.gov](mailto:Nicole.Keeney@dars.virginia.gov) Web Site: [www.vda.virginia.gov](http://www.vda.virginia.gov)



**Virginia Department of Health – Division of Community Nutrition**

109 Governor Street, 9th Floor

Richmond, VA 23218-2448

Tel: (804) 864-7800 Fax: (804) 864-7853

Email Coordinator: [Michael.Welch@vdh.virginia.gov](mailto:Michael.Welch@vdh.virginia.gov)

**Virginia Department of Agriculture and Consumer Services**

Sales and Market Development

102 Governor Street

Richmond, VA 23219

Richmond: 804-786-2373

Web Site: [www.vdacs.virginia.gov](http://www.vdacs.virginia.gov)

**Information on locally grown Virginia produce**

Web Site: [www.viriniagrown.com](http://www.viriniagrown.com)

**United States Department of Agriculture, Food & Nutrition Service – Mid-Atlantic**

Regional Office (MARO)

300 Corporate Blvd.

Robbinsville, NJ 08691-1518

Phone: 609-259-5122 Fax: 609-259-5128

Web Site: <http://www.fns.usda.gov/fmnp/wic-farmers-market-nutrition-program-fmnp>

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- (1) mail: U.S. Department of Agriculture  
Office of the Assistant Secretary for Civil Rights  
1400 Independence Avenue, SW  
Washington, D.C. 20250-9410;
- (2) fax: (202) 690-7442; or
- (3) email: [program.intake@usda.gov](mailto:program.intake@usda.gov).

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